

Delivering Cornell Grape and Tree Fruit Extension Education Resources on www.fruit.cornell.edu

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Grapes

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Our goal is to develop content for the Cornell Fruit Resources webpage to increase extension information delivery to key audiences in New York State, specifically the grape and tree fruit industries.

Objectives:

- 1) Organize electronic resources for fruit growers into a format that is user-friendly and consistent across commodities (tree fruit, grapes, berries).
- 2) Develop information for new vineyard growers, organize enology resources, reorganize current viticulture and enology information and produce content for a comprehensive grape resources component of the fruit web site.
- 3) Develop content related to cultural practices, soil health and fertility, cultivars and rootstocks, IPM, organic production, business management and marketing, and reorganize current content, to obtain a comprehensive tree fruit resources component of the fruit website.

Progress Summary:

The Cornell Fruit Resources website, www.fruit.cornell.edu, designed to place fruit information at the fingertips of growers and educators, is in the process of a thorough upgrade. A steering committee, consisting of Juliet Carroll, Marvin Pritts, Timothy Martinson, Catherine Heidenreich, Craig Cramer and Theodora Bucien, Research Aide, guides the direction and content of the pages. Guidance is also received from the Fruit Program Work Team (now the Tree Fruit and Berry PWT) and the Viticulture and Enology Steering Committee (now including the Grape PWT).

Content is organized by major crop areas: tree fruit, grapes and berries. Our project has focused on the tree fruit and grape pages. A new template was created to simulate the new Cornell University websites. Content for each crop area is organized in 5 sections: general production, IPM, post harvest & food safety, enology & value-added, and business, marketing & labor. The main menu navigates to the Home page, information "About" the site, News & Events, Tree Fruit, Grapes, and Berries. Each web page is organized with anchor content on the left hand side, main content in the center, and select featured resources on the right hand side. Left and right content was kept to a minimum to keep key content viewable in a typical browser window.


We created a News & Events page, http://www.fruit.cornell.edu/news_events/index.htm, to showcase statewide and regional events and provide newsworthy briefs about new fruit resources. A Newsletters page, <http://www.fruit.cornell.edu/newsletters.htm>, was posted which provides access to subscription forms and online Extension newsletters. A More Cornell Websites page, <http://www.fruit.cornell.edu/links.htm>, was revised and now organizes websites under diagnostic and analytic labs and services, weather, pests and diseases, business management and marketing, other, and university system.

This year, the tree fruit pages, http://www.fruit.cornell.edu/tree_fruit/index.htm, were completed (Fig. 1). Cornell websites were searched and content titles and url's were captured and websites were searched and content titles and url's were captured and organized into the five sections. Within each section, we organized the content under appropriate subheadings and identified key content for the left and right hand featured resources. Based on guidance from the Fruit Program Work Team, we created Archives within each section for information over five years old. This way, web pages are kept shorter and the focus is on recent information.


Organic information was identified from Cornell University, New York State, and federal agencies and combined into an expanded Organic Production section on the tree fruit IPM and general production web pages to support to the increasing demand for local, organic produce.

We sourced articles from the New York Fruit Quarterly which has been published online since 2000 by the New York State Horticultural Society. Each journal was split into its component articles and the resulting articles were posted to The Society's website. Future published journals are now being posted as individual articles, giving people direct access to topic-specific articles. Cornell Fruit Resources can now incorporate the New York Fruit Quarterly articles into the tree fruit, grape, and berry pages.

Grape content has been collated from Cornell University websites and content titles with url's organized into the five sections. Gaps in information have been identified, primarily in the post harvest handling, food safety, business, marketing and labor, and value-added sections. As new information is developed by faculty and staff in the areas of viticulture and enology, content will be updated and gaps filled. We worked with the Viticulture and Enology Steering Committee to harmonize our website information delivery efforts. Our focus will be on extension and the grower audience.


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Cornell Fruit

Tree fruit

Tree fruit topics:

- [Production](#)
- [IPM](#)
- [Post harvest](#)
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- [Business/marketing](#)

Get local help from regional fruit programs or your local office of Cornell Cooperative Extension.




Network for Environment & Weather Applications

Search the Plant Management Network for Extension publications


Stay up to date:

- [General production](#)
- [IPM](#)
- [Post harvest and food safety](#)
- [Enology and value-added](#)
- [Business, marketing & labor](#)

Featured resources:




[Pest Management Guidelines for Commercial Tree Fruit Production](#) - Critical pesticide information for managing diseases, insects, mites, weeds, wildlife, nutrients and fruit thinning.



[A Grower's Guide to Organic Apples](#) [1.3 MB .pdf] - Includes information on variety- and site-selection, soil health, nutrient management and recommendations for how to manage insects, diseases, weeds and other pests using organic practices.

[New York Integrated Fruit Production Protocol for Apples](#) [1.3 MB .pdf] - Outlines eco-friendly ways to establish orchards, train and fertilize trees, thin fruit and manage insects, mites, diseases, weeds, and vertebrate pests.




[NYS IPM Program](#) - Site has [insect and disease factsheets](#), [Elements of IPM for apples and sweet cherries](#), [Trac Software](#).

[Good Agricultural Practices Network](#) - Features [food-safety curriculum](#), [multilingual educational materials](#), [record-keeping forms](#).

[More Cornell websites.](#)

NEW YORK Fruit Quarterly 2000. Joint effort of the N.Y. State Horticultural Society, Cornell University's N.Y. State Agricultural Experiment Station at Geneva, and the N.Y. State Apple Research and Development Program.



• [More newsletters.](#)

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This web resource is designed to enhance access to Cornell's fruit production resources. This site is a project of the Tree Fruit & Berry Program Work Team and the Viticulture and Enology Program Work Team. Comments? Email [Juliet Carroll](#), PWT Web Subcommittee chair, or [Craig Cramer](#), Communication Specialist, Dept. of Horticulture. Some of the informational links provided are not maintained by, nor are the responsibility of, Cornell Cooperative Extension and Cornell University. Mention of commercial products and trade names is for educational and informational purposes only. Manufacturers' instructions change. Read the manufacturers' instructions on the pesticide label carefully before use. Inclusion of information is not intended as an endorsement by Cornell Cooperative Extension or Cornell University, nor is discrimination of excluded information implied. Cornell University is an equal opportunity, affirmative action educator and employer.

Figure 1. Home Page of the Tree fruit home page, http://www.fruit.cornell.edu/tree_fruit/index.htm, within the Cornell Fruit Resources website, launched October 2009.

A poster, Fruit Program Work Team: Extension and IPM Roles in Statewide Fruit Production, was developed by Deborah Breth, Catherine Heidenreich, and Juliet Carroll featuring the activities of Cornell University research and extension faculty and educators in tree fruit, grapes, and berries and their impacts improving New York agricultural production and profitability.

Presentations about the project were given at two Tree Fruit & Berry PWT meetings and at one Viticulture and Enology Steering Committee meeting. These provided opportunity for feedback and guidance from stakeholders. A presentation about Cornell Fruit Resources at the Great Lakes Fruit Workers Conference showcased the expanded website as a source of information for growers, extension educators and crop consultants, and increased interest in the site and its resources.

Expected and Observed Impact/Outcome:

Cornell Cooperative Extension is developing a high quality source of information for fruit growers in the Northeast USA. Extension and agri-business personnel will soon be sourcing and sharing information via Cornell Fruit Resources.

Outcomes include: complete information on fruit at one internet site; catalogued tree fruit and grape resources; a showcase for viticulture, enology and tree fruit; enhanced current content; perspectives on statewide and regional issues; improved efficiency in responding to inquiries; less duplication of extension resource materials; content for new farms, organic growers, cider and winemakers.

Cornell Fruit Resources is advancing information delivery on fruit topics and supporting the sustainability of fruit farms, their environmental awareness and profitability. Consumers and state residents will indirectly benefit by having knowledgeable growers producing their food and managing their environment.

Specific impacts and outcomes for this year include:

- The Cornell Fruit Resources website now provides integrated tree fruit information from Cornell University at a single website for convenient access to growers and extension educators.
- We have identified areas where current content is lacking and are now able to fill this with publications from Cornell faculty and staff.
- Growers are kept up-to-date about events and new findings with the News & Events page and the extension Newsletters resource.
- The Tree Fruit and Berry PWT members voted unanimously to support this project with PWT funds and we secured an additional \$1000 for the development of the Tree Fruit pages.
- Stakeholders now have easy access to individual articles published in the New York Fruit Quarterly by the New York State Horticultural Society.
- The re-organization of the IPM section will foster improved IPM information delivery and help growers quickly and accurately identify their pests and take appropriate action.
- Expanded organic production resources will assist growers transitioning to organic production and support the increasing demand for local, organic foods.

- The development of the Grape resources web pages has facilitated creation of the Viticulture and Enology Program's web site and the development of new grower information.
- The poster, Fruit Program Work Team: Extension and IPM Roles in Statewide Fruit Production, was displayed by the Orleans County Cornell Cooperative Extension Association to highlight accomplishments to their funding partners and stakeholders.

Presentations:

Date	Title	Location	Audience	# of people
11/12/2008	Web-based IPM Resources for Tree Fruit	Ithaca, NY	Agriculture & Food Systems In-Service extension educators and faculty	8
12/2/2008	Progress on Cornell Fruit Resources tree fruit web pages	NYSAES, Geneva, NY	Tree Fruit and Berry PWT stakeholders	30
8/13/2009	Progress on Cornell Fruit Resources grape web pages	Cornell University, Ithaca, NY	Viticulture & Enology Steering Committee stakeholders	15
8/14/2009	Fruit Program Work Team: Extension and IPM Roles in Statewide Fruit Production poster display	Cornell University, Ithaca, NY	Tree Fruit and Berry PWT stakeholders	30
8/14/2009	Progress on Cornell Fruit Resources tree fruit web pages	Cornell University, Ithaca, NY	Tree Fruit and Berry PWT stakeholders	30
10/28/2009	Cornell Fruit Resources: A web-based library for growers and extension educators	Great Lakes Fruit Workers Annual Meeting, Fishkill, NY	Great Lakes research and extension fruit workers	45

Sources of funding:

Carroll, Martinson, and Pritts. 2008-2011. Delivering Cornell grape and tree fruit Extension education resources on www.fruit.cornell.edu. Cornell Cooperative Extension, Smith-Lever. \$60,000.

Carroll. 2009. Fruit Program Work Team. Cornell Cooperative Extension, PWT Special Needs Support. \$1000.